

REISSUE APPLICATION DECLARATION BY THE INVENTOR	Docket Number (Optional) 11032/3028
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As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is described and claimed in patent number 5,918,014, granted June 29, 1999, and for which a reissue patent is sought on the invention entitled AUTOMATED COLLABORATIVE FILTERING IN WORLD WIDE

WEB ADVERTISING

the specification of which

is attached hereto.

was filed on _____ as reissue application number _____ / _____
and was amended on _____
(if applicable)

I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I verily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described below. (Check all boxes that apply.)

- by reason of a defective specification or drawing.
- by reason of the patentee claiming more or less than he had the right to claim in the patent.
- by reason of other errors.

At least one error upon which reissue is based is described as follows:

I, the inventor, believe that pursuant to 37 C.F.R. 1.175, the original patent, No. 5,918,014, is partly inoperative by reason that I claimed less than I had a right to claim in the patent, at least in that the invention encompasses associating an advertisement with an interactive medium item in connection with which the advertisement is NOT to be displayed. This is a broadening reissue application.

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Burden Hour Statement: This form is estimated to take 0.5 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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All errors corrected in this reissue application arose without any deceptive intention on the part of the applicant. As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Name(s)

Registration Number

Gerrard A. Messina	35,952
Gary S. Morris	40,735

Correspondence Address: Direct all communications about the application to:

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<input type="checkbox"/> Firm or Individual Name	PATENT TRADEMARK OFFICE		
Address			
Address			
City	State	New York	ZIP
Country			
Telephone	Fax		

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this declaration is directed.

Full name of sole or first inventor (given name, family name)

Gary B. Robinson

Inventor's signature

Date

June 29, 2001

Residence

86 Royal Road, Bangor, Maine 04401

Citizenship

US

Post Office Address

86 Royal Road, Bangor, Maine 04401

Full name of second joint inventor (given name, family name)

Inventor's signature

Date

Residence

Citizenship

Post Office Address

Full name of third joint inventor (given name, family name)

Inventor's signature

Date

Residence

Citizenship

Post Office Address

 Additional joint inventors are named on separately numbered sheets attached hereto.